**1. Given the provided data, what are three conclusions we can draw about crowdfunding campaigns?**

*It seems that campaigns related to the arts and entertainment (film & video, music, theater, etc.) in general are more popular to attempt, but not necessarily the most successful. Also, campaigns initiated during the summer months (June and July) also seem to have an added advantage of success. The most successful main category was journalism, but also had the least count of attempted campaigns.*

**2. What are some limitations of this dataset?**

*There are relatively small numbers in many of the main and subcategories to use for modeling. Also including additional data related to any potential marketing materials or promotion that was used might also provide a fuller picture of campaign likelihood for success or failure.*

**3. What are some other possible tables and/or graphs that we could create, and what additional value would they provide?**

*It would be nice to see if staff pick or spotlight had any impact on the outcome of the campaigns. So including a visualization that compared campaign success or failure with the added marketing of the spotlight or staff pick might provide further insight on whether this provides additional donations or not. That could be achieved utilizing a clustered column. In additional to the temporal trends already include, it would also be nice to see if certain categories tend to have higher success in differing geographies or if there is no relationship associated with category and location. This could be achieved with a heat map.*